

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

29. (Currently Amended) A method for conducting commerce between any of a plurality of first locations on a global communication network and a specific and determinable second location on the global communication network for allowing information to be transferred therebetween, comprising the steps of:

5 defining a unique audio signature for the specific and determinable second location on the global communication network, which unique audio signature is permanently associated with the specific and determinable second location, and which audio signature contains no routing information;

 storing a unique audio designation corresponding to the unique audio signature in a database at a remote location on the global communication network;

10 associating with the unique audio designation in the database routing information over the global communication network to the specific and determinable second location from any of the plurality of first locations on the global communication network;

 causing from a control location remote from the plurality of first locations the unique audio signature to be reproduced at one or more of at least one of the plurality of first locations;

15 in response to the step of causing, transmitting the reproduced audio signature to the remote location and then, at the remote location, transmitting the associated routing information to the at least one of the first locations that transmitted the reproduced audio signature; and

20 transferring information between the plurality of first locations and the specific and determinable second location in response to the step of causing and in accordance with the transmitted routing information stored in the database and associated with the reproduced unique audio signature and conducting commerce there between.

30. (Canceled)

AMENDMENT AND RESPONSE

S/N 09/494,956

Atty. Dkt. No. PHL-24,815

31. (Previously Presented): The method of Claim 29, wherein the unique audio signature has embedded therein encoded information and wherein the step of storing the unique audio designation in a database comprises storing a decoded version of the encoded information therein and the step of associating is operable to associate the decoded version of the encoded information with routing
5 information.

32. (Canceled)

33. (Canceled)

34. (Previously Presented): The method of Claim 31, wherein the step of defining a unique audio signature comprises defining a unique audio signature that comprises an audio signal within the hearing range of a human.

35. (Previously Presented): The method of Claim 34, wherein the unique audio designation is compatible with an audio portion of a television broadcast.

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